

Meg Steward's "Anatomy of a Skin Care Class"

Meg started Mary Kay in June of 2006 because she was tired of working 8 – 5 without any flexibility. She quit her full-time, 40 hour a week marketing job and started a full-time, but flexible position as a MK Beauty Consultant. Meg won her first car after only being with the company for 6 months, her second car 3 months later, and debuted as a Sales Director in February 2007. She is now a Cadillac-driving Sales Director and makes more money working 20 hours a week than she did working full-time at her previous job. Meg's average skin care class (PARTY!) is over \$1000 in retail sales!

Hostess Program:

The key to success is LOVING your hostess program! Find a hostess program that flips your trigger and stick with it. You may have to try a few, and use them for a period of time, before you decide on the one that suits you best.

Meg's Choice of Hostess Program

Hostess receives FREE color analysis and makeover and \$50 in free product when she has 5 women at her party (she reinforces to the hostess the following):

- 1) Who have not previously attended her skin care class
- 2) Who do not currently use MK or have a consultant who is servicing them
- 3) Are 18 years of age or older

PLUS she receives one additional hostess gift for achieving 2 bookings for you. This can be an item from The Look, or a hostess gift, OR (and Meg uses this most often) a glamour brush collection. Meg has taken one glamour brush collection off of inventory and uses it during her hostess-before-the-party makeover. [Just as we do with our mineral brushes for demo, use a sterilizing brush cleaner after use.] Meg recommends having the hostess choose her gift prior to her party.

At each and every party, work FULL CIRCLE – focus on “booking....coaching....selling....recruiting”

Coaching the Hostess:

Before you arrive, be sure you have coached the hostess. If a party doesn't hold, or isn't successful, odds are, it wasn't coached properly.

Meg uses a datebook (available at office supply stores, similar to teacher planners with LOTS of room on the daily agenda). She records each and every activity towards the success of the party into the daily agenda and uses her agenda as her "Six Most Important Things To Do" list. This eliminates confusion, scattered thoughts, and post-it notes everywhere!

- 1) When you book a party, put it in the month at a glance (i.e. "Tonya's Party 2 pm")
- 2) Write in book TWO WEEKS PRIOR to the party, (or tomorrow, if the party is sooner than 2 weeks) "Call Tonya to let her know you need the guest list in 1 WEEK"
- 3) ONE WEEK before the party, write in datebook "Call Tonya for guest list"
- 4) THREE DAYS before the party, write in datebook "Call Tonya's guests to pre-profile"
- 5) ONE DAY before the party, write in datebook "Call Tonya to confirm"

Make this a habit with EACH and EVERY booking. It will become a habit and be easy-breezy! It's done and you will see on your daily agenda what homework needs to be done for a successful event. It's YOUR job!

Pre-Profiling Guests:

Pre-profiling guests involves a quick phone call to EACH guest. When calling, briefly introduce yourself and let her know she'll be having FUN!

EX: "Susie, Hi, this is _____ calling. I'm Tonya's Mary Kay consultant and friend and I'm SO looking forward to meeting you Thursday evening at Tonya's. She is so excited about sharing the products she is loving that are helping her skin look better and better!! Do you have a quick minute?In order for our party to be MORE fun and for me to provide the BEST service for you, can I ask you a couple of quick questions?"

- 1) Susie, would you say your skin is normal, dry, combination or oily? (if she says she doesn't know, ask her questions to help her decide....do you get oily in the t-zone, do you feel tight and dry after washing your face? This leads to questions 2.....)
- 2) Susie, what are you currently using to cleanse your skin?
- 3) Finally, Susie, if there was one thing you could change about your skin, what would it be? (Whatever her answer, let her know that you will certainly be addressing THAT VERY CONCERN at the party and will show her _____ (product for that need) and for her to be SURE to remind you to talk about _____ (product)

Confirmation Call to Hostess – DAY BEFORE PARTY

- 1) Check directions
- 2) Ask her to be ready 1 hour early with a clean face and prepare to look FABULOUS!
- 3) Ask her to hold her refreshments until the end.

You may want to also use this opportunity to have her tell you where she would like you to set up. Ideally, you will teach the skin care at a kitchen or dining room table, and want her to tell you where she would like you to set up for individual consultations....this can be the den, living room, or an unused room where you set up:

Datebook

Money Bag

Products

Hostess Packets

At the Party!

- Greet each guest as they arrive
- Show them to the table, to their seat where you have set up the place settings, and help her select her foundation shade
- Have them complete their profile card (this keeps them seated and focused)

After each guest has arrived, bring them into the kitchen to sample Satin Hands AND Satin Lips.

MEMORIZE your party opening and closing! This is important as it allows you to appear confident and poised. You can make eye contact with your guests. You ARE the expert. In the opening, romance the hostess program. Talk about your hostess, share the results of her color analysis/makeover. You want each and every guest to WANT this perk for hostesses!

After closing:

- Let them know you accept check, cash, credit cards (visa, mastercard, American express) or a combination of them.
- Let them know you have products available for them to take home!
- Let them know when they join you at the individual close to bring their profile and beauty book WITH them, as you will be making notes for them! (at the individual consultation, you can turn to the skin care routine page and MARK their OWN page.

Then, ASK if there is anyone who would like to go first. If not, SELECT someone to come with you.

At the Individual Consultation/Close

Remember, there are 3 GOALS here.. (If you need to do so, WRITE these on an index card!)

- 1) Sell
- 2) Book
- 3) Recruit

First, SELL!

Sit with your guest – get eye to eye or LOWER and ASK these KEY QUESTIONS:

- 1) How does your skin feel? (touch your face with the back of your own hand and she will usually copy you)
- 2) Did you have fun? (SMILE)
- 3) Did you learn something new?
- 4) Would you like to take home the Satin Hands or Roll Up Bag for FREE?

4th Question Option: Which set would you like to take home tonight?

No matter what they purchase, UPSELL! You're goal is to meet all their needs, so continue to suggest other items that benefit her purchase. She will stop you when she is ready.

Second, BOOK!

Susie, you were so much fun today. I think you'd be a great hostess and I would love to give you \$50 in free product and your own personalized color analysis and makeover! Tell me, when can I get you on my datebook? (have your datebook out with times you want to work highlighted and ready!)

Third, RECRUIT!

Susie, have you ever thought about doing something like Mary Kay? (most women HAVE thought about doing SOMETHING like MK! Offer her a cd, video or some piece of literature to take home with her. Plant the seed! If she is going to hostess, you have perfectly worked full circle at building her towards being a successful consultant HERSELF!

Meg's organizational tip: After the sale, simply take her cash or check and slide it inside two remaining copies of the sales slip, then slide that inside the profile card! Once you get home:

- 1) Write all the items she purchased on the back of her profile card.
- 2) Run any credit card items in Pro-Pay
- 3) Enter customers in **MYCUSTOMERS** in **MKINTOUCH**. Enter sales slips in **MYCUSTOMERS** (Can save all of this for the last day of the week....then enter the events plus any re-orders or other sales in the **weekly accomplishment sheet in MKINTOUCH** and UPLOAD them to your director – easy-breezy!
- 4) Clean mirrors and re-stock skin care class bag. Meg keeps all her demo items, her roll-up bag, her flip chart, her thermal bag for warm washcloths in a single tote **AT ALL TIMES**. These items are replaced at each class and never removed!
- 5) Schedule follow up calls in your daily agenda....2 Days after to check on satisfaction, 2 weeks later to check on progress, and 2 to 3 months out for re-orders.
- 6) Write a Thank You Note to your **HOSTESS** and to **ANY GUEST** who purchased at least \$100

Follow Up Phone Calls to Guests:

Call 1 – two days after purchase

“Susie, Hi, this is _____ your MK beauty consultant! Do you have a quick minute? Susie, I just wanted to tell you how much I enjoyed meeting you at Tonya’s facial party! I hope you are loving your products! I just wanted to see if you had any questions so far.

Susie, I’m excited to let you know that as your personal beauty consultant, I’ve added you to my Preferred Customer Mailing List to receive our new catalogs 4 times a year, and usually they have FREE samples inside, how does that sound?

Great. Well, Susie, I did just want to check on you so we’ll be staying in touch, but be sure to give me a call if you need anything.”

Call 2 – two weeks after

Basically, repeating the same customer service call. You can let her know that one thing that makes Mary Kay so special, and makes us the number 1 company in America for customer loyalty is the follow-up. We want our customers happy for ever! Remind her to call you if she needs anything and to keep an eye out for her MK mailers!